A Quick Start Guide to Survey Research

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Contents

Welcome to survey research **5**

Preface **7**
Outline . . . 7
Prerequisites . . . 7
Acknowledgements . . . 7

1 Designing a survey **9**
1.1 What is your research goal? . . . 9
1.2 Who are you studying? . . . 9

2 Writing effective survey questions **11**
What makes an effective survey? . . . 11

3 Survey Analysis **13**
3.1 Data Cleaning . . . 13

4 Applications **15**
4.1 Example one . . . 15
4.2 Example two . . . 15

5 Final Words **17**

Welcome to survey research

This book is intended to be a quick resource for conducting survey research. By no means is it intended to be comprehensive of all survey research methodologies.

Preface

It can be difficult to find condensed and easy to read resources on survey research.

We developed this book in the hopes of future collaboration among other UX researchers.

Outline

The content of the book will include:

- **Chapter 1**
- **Chapter 2**

Prerequisites

All you need is an interest in conducting survey research, we'll assume basic knowledge, and hope to include code snippets (python and R) along the way

Acknowledgements

This book wouldn't be possible without the contributions of:

Chapter 1

Designing a survey

1.1 What is your research goal?

Ask yourself:

- What do you currently know?
- What *don't* you know?

1.2 Who are you studying?

This question may be simple at first, but when you start to narrow down

Chapter 2

Writing effective survey questions

What makes an effective survey?

Responses are:

1. Consistent
2. Reliable

Chapter 3

Survey Analysis

After you've fielded your survey, here are the steps to making sense of the data.

3.1 Data Cleaning

Before you can begin looking at the results, you'll need to clean the data.

Chapter 4

Applications

Some *significant* applications are demonstrated in this chapter.

4.1 Example one

4.2 Example two

Chapter 5

Final Words

We have finished a nice book.